



Social Media Bootcamp

Presented by

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SOCIAL MEDIA BOOT CAMP COURSE NOTES

So, before we jump into online viewing let's talk about why we want and need to utilise Social Media.

Times are changing and the days of hanging your shingle out your front door or taking an advertisement in the local paper have gone. We now attract an audience based on **KNOW-LIKE-TRUST** based engagement.

If you're in business, it is likely you have a logo. If yes great, be sure to have ready access to both jpeg and transparent png files. Don't stress I'm about to show you why!

Tip One – always use desktop to finalise your materials for uploading. The online based programs have all the options and flexibility when working from a desktop. When using phones or hand held devices the capacity is reduced in terms of functionality and the quality of your final product is compromised.

Furthermore, you use your data allocation via mobile plan very quickly when using the phone / hand held device. That said, if phone or iPad is all you have then there are both iPhone and Android apps available.

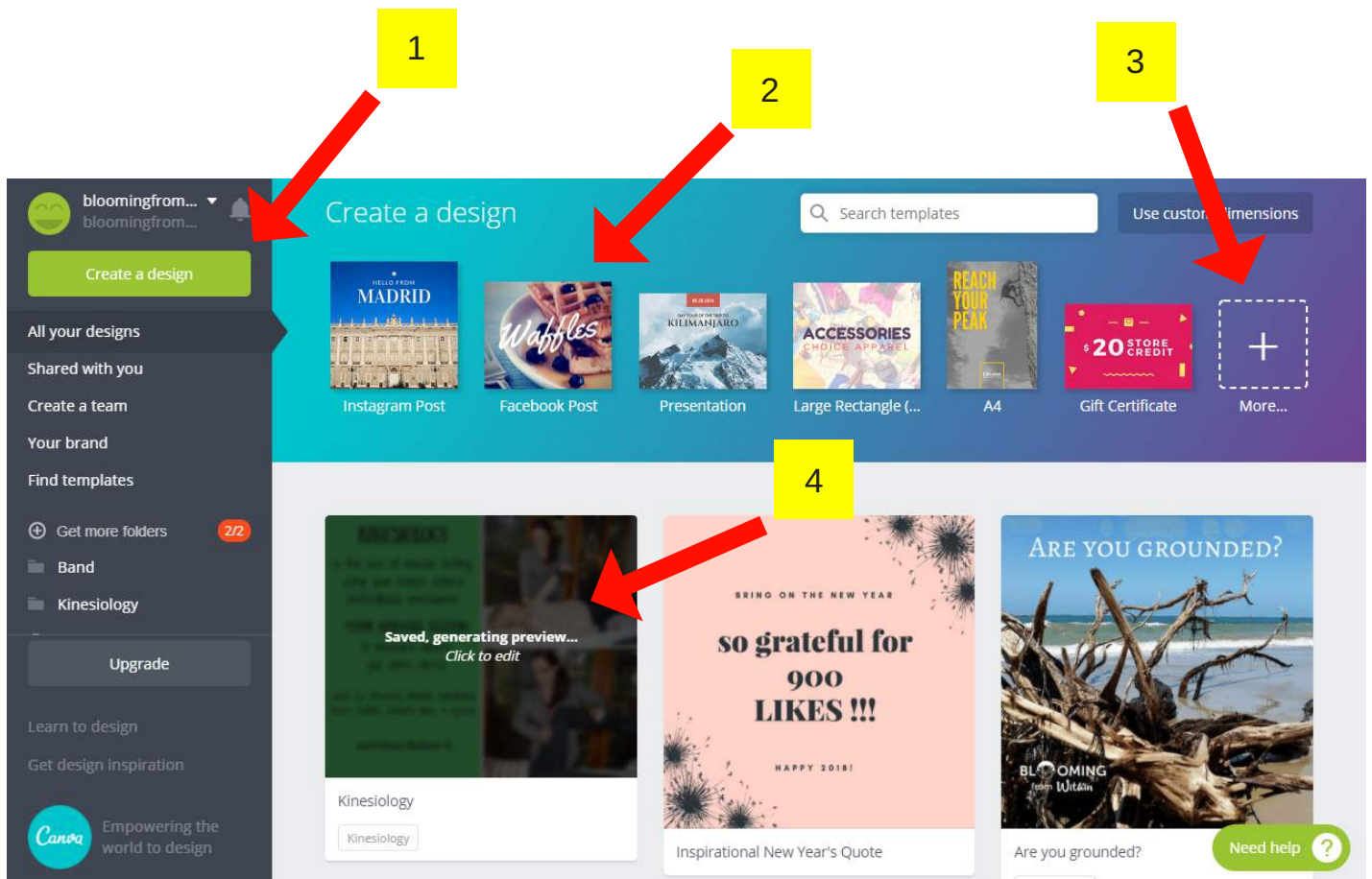
I'm a #technotard at the best of times, and I'm also very busy. So I'm always on the look for logical interfacing whereby I can learn a process once, and then reapply it and become very proficient. As a busy practitioner I need access to systems which are user friendly, and time efficient.

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CANVA

So, let's jump straight into my graphics program of choice – www.canva.com

Let's look at CANVA now.



1 – create a design button will provide options for 'type' of graphic you want

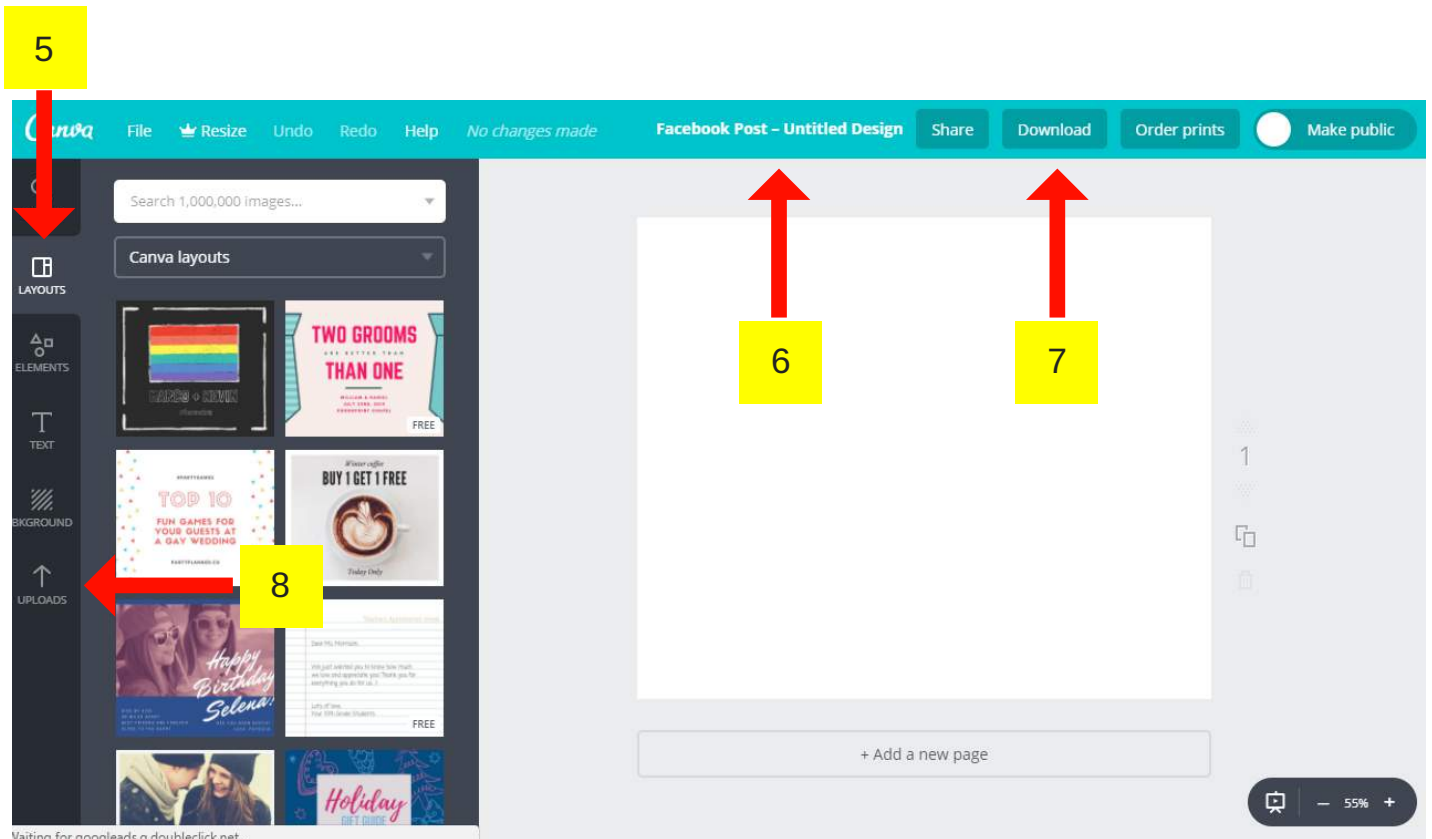
2 – pre-selected templates for various social media

3 – more options for design templates

4 – your library of designed graphics that you create

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CANVA



5 – layout option templates (check free or \$) choose a freebie that you like and stick with it until comfortable

6 – hover over text to create name of file (note when you download this will become the name of the file)

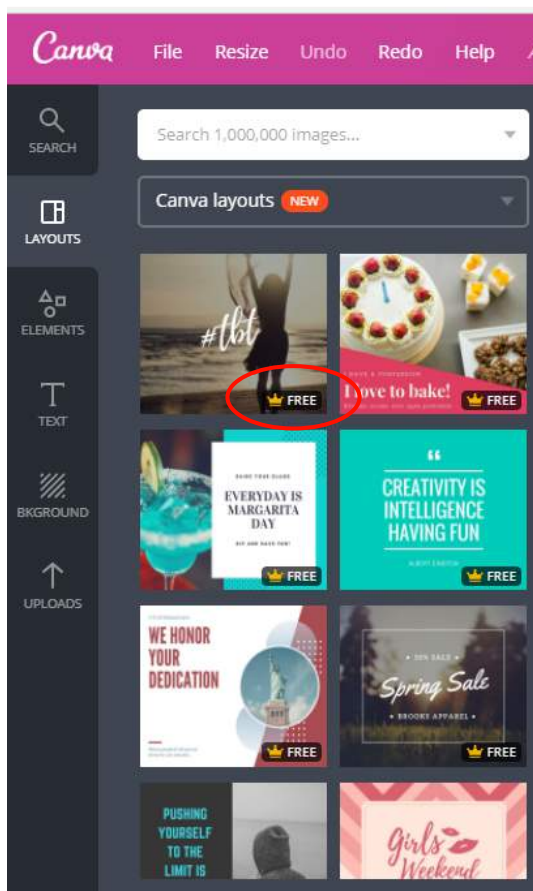
7 – download button (note options for PDF, jpeg, png)

8 – upload button

So, let's choose a 'Facebook' based template

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Free templates are awesome because all you literally have to do is choose your pick, locate your text (font is prechosen but can be changed). The templates are already size formatted for the various social media platforms you choose.

Note Free versus \$\$\$ (you get prompted charges when downloading so you can't accidentally download something and incur a fee!).

I recommend start with something simple and progress forward. Yes, it takes a bit of time when you first start. However, I guarantee once you get into the swing of things there will be no stopping you!

I especially like layouts if I'm wanting to include my brand colours or seeking a specific style of text. The hard work has been done for me.

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The ELEMENTS section will keep you busy during initial exploration! Don't stress if you can't locate a picture of choice. There are a number of free sites available online with 1,000 of free downloadable contents.

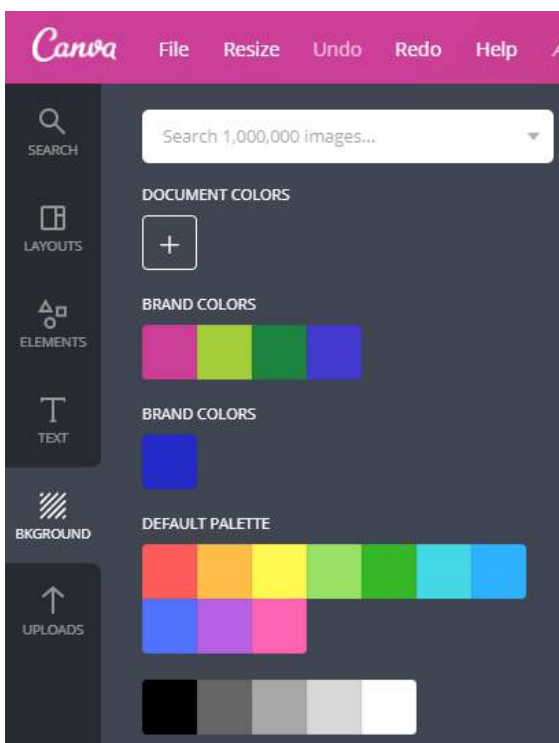
Remember intellectual property legislation requirements to note artist where required, and pay for material rather than just doing a Google search for an image.

There's a free photo section or consider accessing pictures from either UNSPLASH (<https://unsplash.com/>) or PIXABAY .

As always note the FREE versus \$ symbols when making choices.

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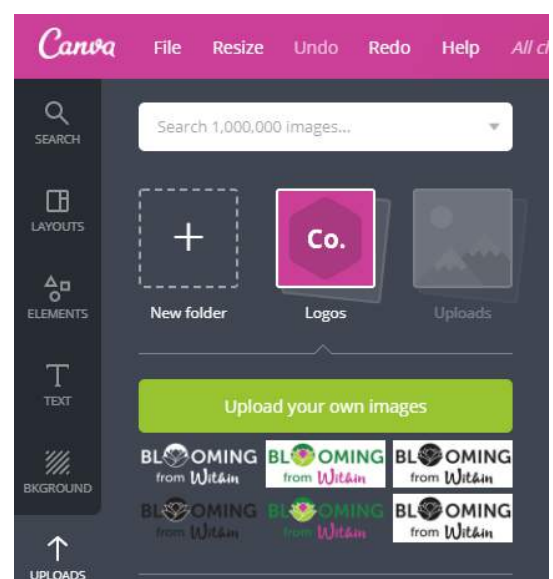
CANVA



The TEXT and BACKGROUND sections of the CANVA menu are very straight forward to navigate and use. Like everything else it's click, drag and drop onto your canvas. Within the page business version you can preload your preferred FONTS and CORPORATE BRAND COLOURS which you can see I've done. This makes life so simple when I choose a layout, I can literally click on the component I want coloured and change to my corporate preferences.

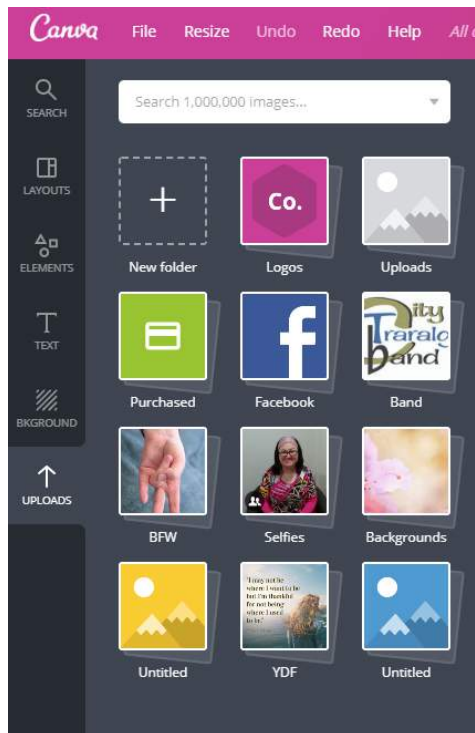
So now let's talk uploading files and LOGOS. Remember I mentioned the need to have JPEG and TRANSPARENT files - PNG.

Sometimes we don't want the white background of our logo, we just want the logo itself



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You'll note that there is provision to create additional folders so that you can upload specific pictures or materials. I've got folders for - background graphics, selfies, kinesiology and general pics.

The huge range of text is fantastic and you can always add additional fonts that you find online. Same intellectual property rules apply for fonts and graphics – permission is required!



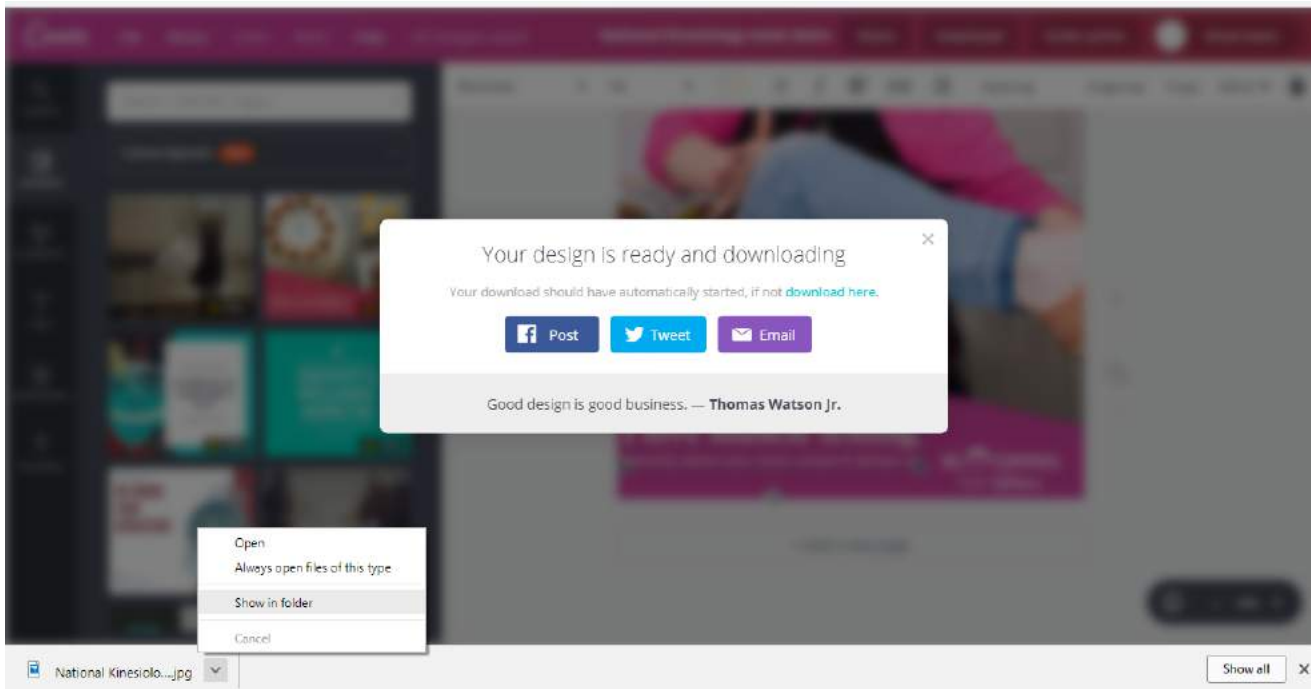
Personally I see the value in business account and paid \$10/month and there's a bit cheaper if you pay annual fee. I literally use Canva for everything now.

So we created and saved a graphic. Now what?

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The download feature allows you to choose which file type you want. For social media posts I always choose JPEG file types. If I'm preparing content for printing, I choose PDF Print Quality.



Once the file is downloaded, I recommend you right mouse click the file name and choose 'show in folder'.

Then right mouse click the file name, cut it out of temporary folder and save to your social media content folder. You will want to do this so you can archive everything you have uploaded and previously used. Note we use the social media insights to cross check which posts perform and we can repurpose another time!

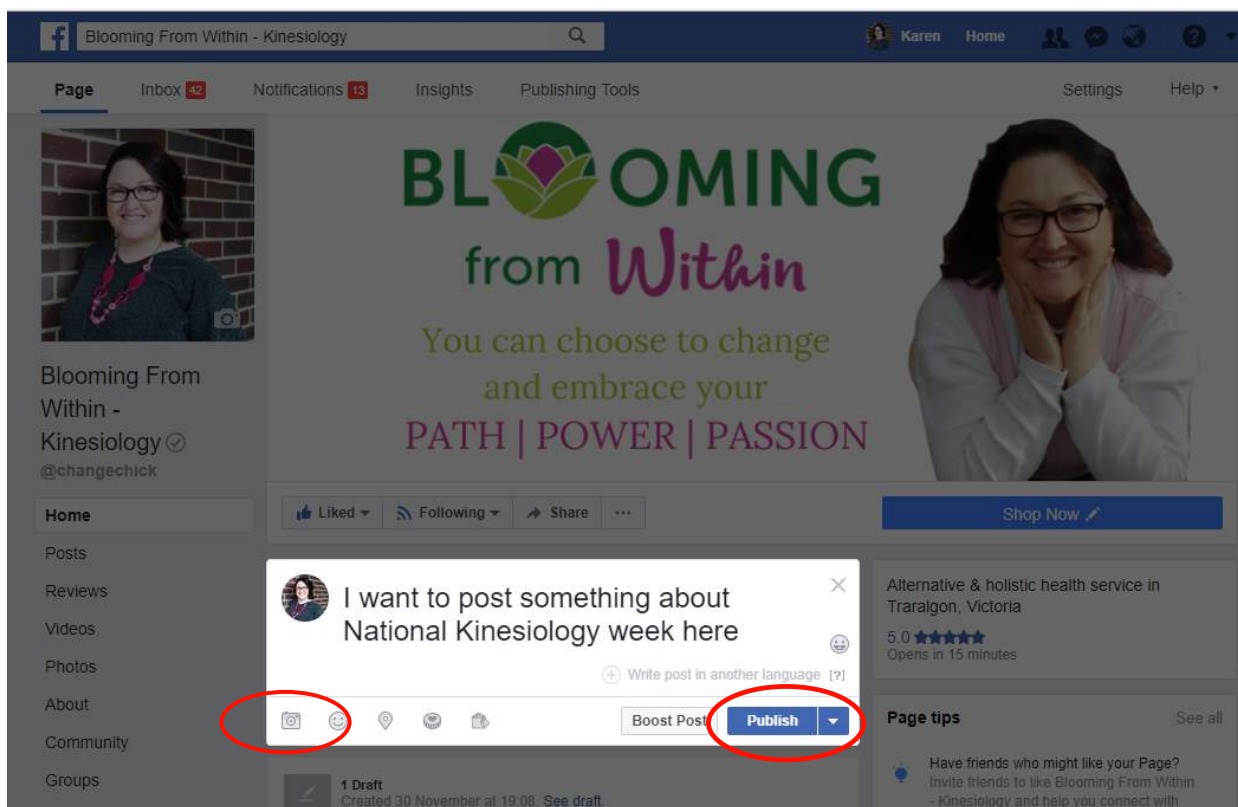
SOCIAL MEDIA BOOT CAMP COURSE NOTES

FACEBOOK BUSINESS PAGE

Why waste time constantly generating content?

Why are good graphics important?

Remember I bang on about **know - like - trust**. When your graphics look professional and contain your brand you are sewing the seed of how you present yourself to your audience and your key message.



Upload is simple and this is how we do it. For me personally, I will always have some content to tell my story about the importance of the graphic.

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So, let's get started. Click new post. Enter your text in the space provided.

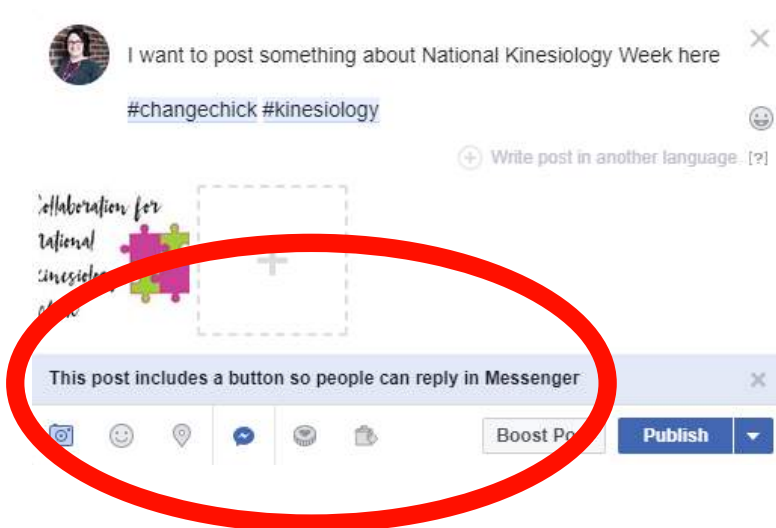
Remember long texted posts are often not read unless you have loyal followers.

Better off popping lots of information within a LinkedIn Article or your Web page blog.

Note the icons at the base of the post. This is the symbol to trigger uploading a prepared graphic from your device.

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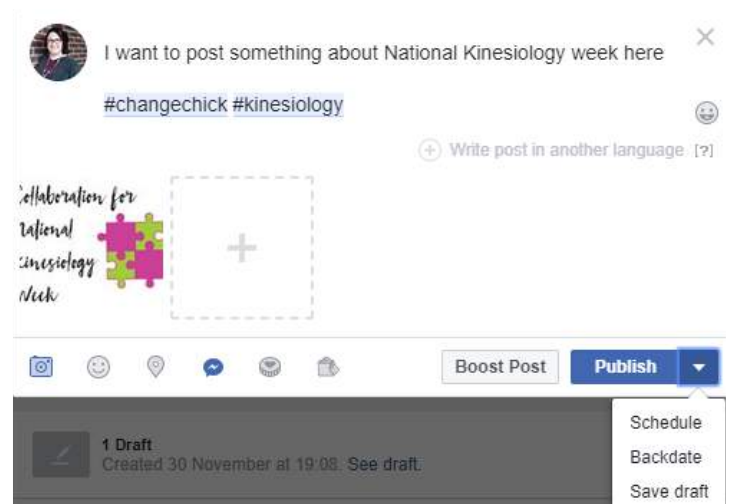
FACEBOOK BUSINESS PAGE



NEVER ALLOW MESSENGER TO APPEAR ON YOUR POST – BECAUSE THE ALGORITHM WILL PREVENT YOUR POST BEING SHARED AMONGST YOUR COLLABORATIVE PARTNERS!

Whilst there is a perception that audience will want to contact you, they can simply click the business name link on your post.

Always include your brand hashtags in your posts. Remember this will aid anyone using # as a search engine for a topic.



Do not hit the **publish** button yet! Choose the **schedule** button next to publish and it's your new best friend.

So, we've scheduled a post. Now how to share a post and build your list of scheduled content, utilising our collaboration network!

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FACEBOOK BUSINESS PAGE

The screenshot shows a Facebook post from the page 'KinesiologyNQ'. The browser's address bar at the top shows the URL: <https://www.facebook.com/KinesiologyNQ/posts/2030586450544163>. A red arrow points to this URL. The post itself, dated '24 January', contains the text: 'Kinergetics c 24/01/2018 15:27 ly with absorption, assimilation and utilisation of Magnesium. Sam 😊'. A second red arrow points to the time reference '24/01/2018 15:27'. The post features a large image with the text: 'How Magnesium Can Protect You From Strokes, Heart Disease And Diabetes'. Below the image is a caption: 'Magnesium Protects Against Stroke, Heart Disease and Diabetes. A review involving over 1 million subjects has linked low magnesium with...'. The right-hand side of the page shows the business page's profile information, including a 5.0 star rating and a 'Send Message' button.

Always click the time reference of a post. It will open the post, copy the url.

Now go back to your business page, create a new post, and paste the url of the post you want to share in your post and hit paste. Ensure you place some respective content and be sure to acknowledge the source. For example @KinesiologyNQ (this will link back to the author's page)

Why?

When people like our page – page likes go up, but their friends can see who they like. Note most blokes won't like your page but will follow it!

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When you have someone view your post you have organic reach. **We want this.**

When someone likes your post the algorithm promotes post up into news feed at that time it was viewed.

When someone shares a post they liked onto their time line it mega boosts both the post and the organic reach of your page audience plus the audience of the liker page sees your post. Therefore, you've increased organic reach significantly.

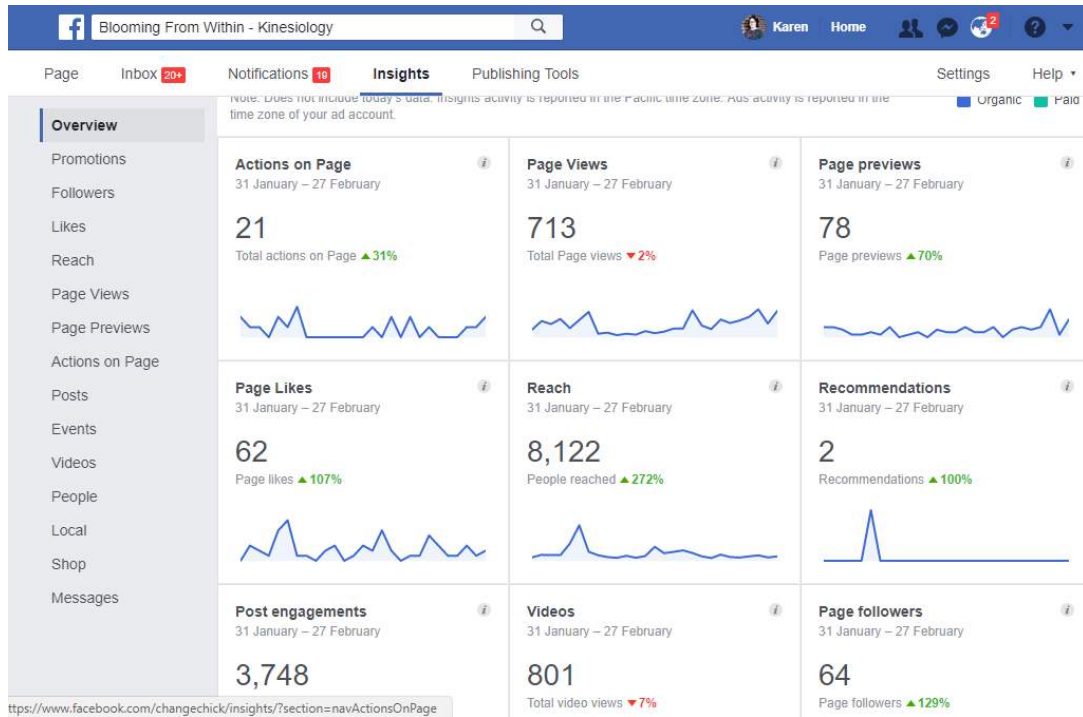
If multiple people share your post, it goes viral and the algorithm in Facebook recognises wow this must be good so we will actively keep your shared post in a larger audience newsfeed beyond your geographic location.

Are you seeing the trend? Like each others biz pages, posts, share posts and place comments on posts all contribute to significant increases in traffic outside of your existing likers. It is this point you grow your audience and people's **know - like - trust** investment in you evolves exponentially because they see your stuff regularly. So, encourage clients to like content and perhaps pop a word or two in comments.

So, let's use Insights of our biz page to understand what posts lure audience actually likes. Tip - do not look at the numbers or your confidence and motivation will drop and you'll go crazy. Remember current changes to Facebook means everyone's numbers have tanked but look at what is getting liked and do more of it!

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FACEBOOK BUSINESS PAGE



Actions on Page - The number of clicks on your Page's contact info and call-to-action button.

Page Views - The number of times a Page's profile has been viewed by logged-in and logged-out people.

Page Previews - The number of times that people hovered over your Page name or profile picture to see a preview of your Page content.

Page Likes - The number of new people who have liked your Page, broken down by paid and non-paid.

Reach - The number of people who had any posts from your Page enter their screen, broken down by total, organic and promotions.

Recommendations - The number of times that people have recommended your Page.

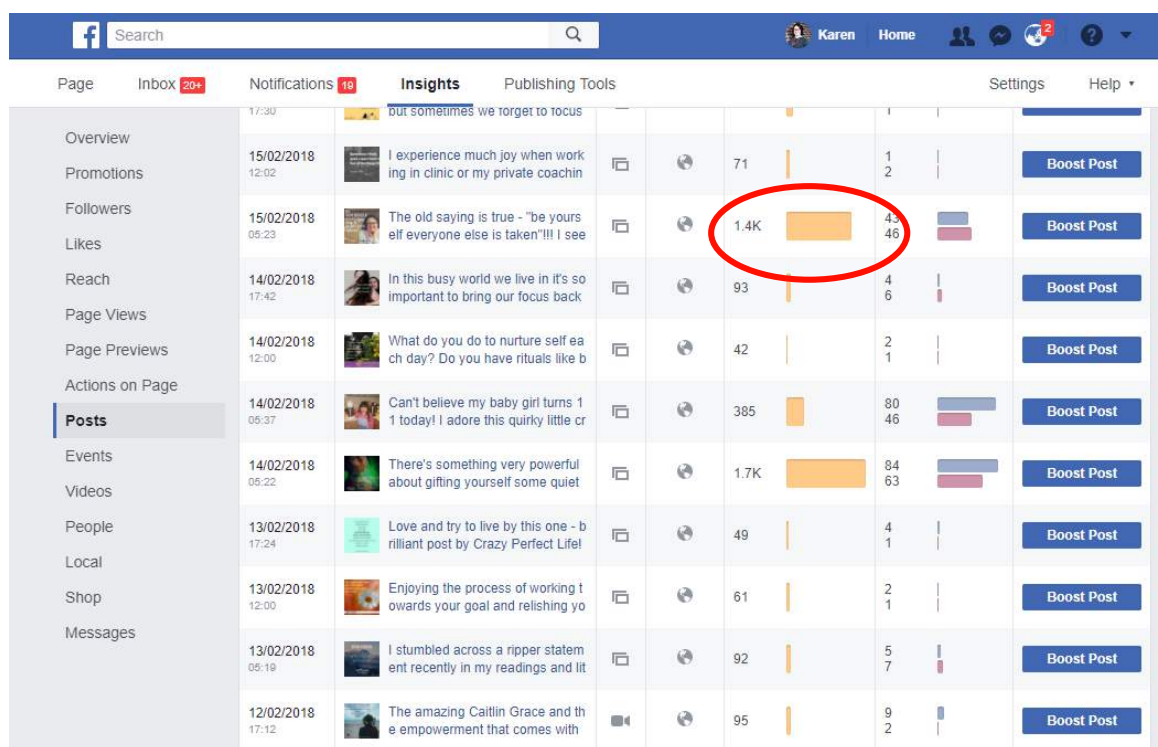
Post engagements - The number of times that people have engaged with your posts through likes, comments, shares and more.

Videos - The total number of times that the Page's videos have been viewed for more than three seconds, broken down by total, paid and non-paid.

Page Followers - The number of new people who have followed your Page broken down by paid and non-paid users.

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Post Date	Post Content	Reach	Engagement	Action
15/02/2018	I experience much joy when working in clinic or my private coaching	71	1/2	Boost Post
15/02/2018	The old saying is true - "be yourself everyone else is taken"!!! I see	1.4K	45/46	Boost Post
14/02/2018	In this busy world we live in it's so important to bring our focus back	93	4/6	Boost Post
14/02/2018	What do you do to nurture self each day? Do you have rituals like b	42	2/1	Boost Post
14/02/2018	Can't believe my baby girl turns 1 today! I adore this quirky little cr	385	80/46	Boost Post
14/02/2018	There's something very powerful about gifting yourself some quiet	1.7K	84/63	Boost Post
13/02/2018	Love and try to live by this one - brilliant post by Crazy Perfect Life!	49	4/1	Boost Post
13/02/2018	Enjoying the process of working towards your goal and relishing yo	61	2/1	Boost Post
13/02/2018	I stumbled across a ripper statement recently in my readings and lit	92	5/7	Boost Post
12/02/2018	The amazing Caitlin Grace and the empowerment that comes with	95	9/2	Boost Post

Use this feature to understand demographics, how old are they, where are they located? Might there be a key message?

I ALWAYS remind my biz coaching clients focus on the feedback you get from clients, not the numbers. You will get likes and unlikes, the ones who leave aren't your real audience anyway so don't waste any time or energy worrying about why they left! Focus on your authentic message.

Now before I wrap up with some final hot tips, let's answer all your questions. Remember only 3% of your audience will see any given post unless your audience (like a client) actively seeks out your content. These are the clients and audience we want. Active seekers because we have **know - like - trust** built up. They want to hear what you have to say today.

Should I have a separate biz page to personal page – yes, it adds to your professionalism and enables you to clearly distinguish between your private page for family and friends.

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FACEBOOK BUSINESS PAGE

Hot Tips

Livestream and video are the best and fastest way to boost reach, but the most confronting. I've been public speaking for 30 years and livestream frightened me because I couldn't read my audience. Now I pretend when looking at my camera that I have a new client in front of me. I always try and keep the dialogue light and engaging and have a causal discussion.

I will be offering a livestreams challenge here in the group the week after NKW after things have settled for us all and we can use this safe place to practice!
Who's in?

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COURSE NOTES

SOCIAL MEDIA CONTENT



Inkspot

Inkspot : 30-40%

The inkspot style post includes "did you know" content. This is where you get to demonstrate to your audience that you have 'expert style' knowledge and they can gain information from you.



Selfies

Selfies: 30-40%

The 'selfie' style post, is all about you, your story. This is where you allow your audience to get to know you a bit more, whilst maintaining professional boundaries.



Promo

Promo: 10-20%

The 'promo' style post, is where you promote your business, deals, specials, events etc.